

A group of four people (three men and one woman) are seated around a table in a meeting. The image is overlaid with a semi-transparent teal rectangle. The title 'Marketing Campaign Optimization' is centered in white text with a thin orange underline. Below it, within the teal rectangle, are two lines of orange text: 'Made By: Absent Data' and 'Personalized & Completed By: Isabella Little'.

Marketing Campaign Optimization

Made By: Absent Data

Personalized & Completed By: Isabella Little

Scenario



Optimizing the Marketing Campaign

- We have four account types: Big, Medium, Small, & Private Hospital.
- We have four marketing tactics: Phone, Email, Flyers, & Sales Visit.
- Not all marketing tactics are equally effective.
- **We need to run some analyses to figure out the best marketing tactics for each account.**

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Optimized Marketing Plan

1. Introduction



- ✓ What is the impact of each marketing strategy & sales visits on actual sales (amount collected)?
- ✓ Is the same strategy valid for each client type?